

EPA Consumer Electronics “Plug-In To eCycling” Campaign

PARTNERSHIP LEVELS

Manufacturers & Retailers

Leader Level – Partners for event-specific publicity opportunities, including:

- ✓ On stage publicity opportunities (e.g., Earth Day promotional events);
 - ✓ Mention by EPA Administrator on news shows;
 - ✓ Prominent display of logos in campaign posters, brochures and all print ads, and prominent feature on website;
 - ✓ Listing as project partner in all media alerts, with the opportunity for company quotes;
 - ✓ Visible display of logos at all events; and
 - ✓ Integration of logos and partner role into final project report.
- Direct recycling event support
 - Bring existing company-sponsored recycling into the campaign (the equivalent of 7 collection events), **OR**
 - Contribution to cover costs at new recycling events (the equivalent of significant contribution to 5 events).
 - Advertising and promotion support to promote campaign and events (focus on campaign) – value will vary based on type and amount of event support
 - In-kind tied to product marketing, **OR**
 - Secure new advertising related to campaign (print, television, radio), **OR**
 - Secure news media coverage of electronics recycling and campaign.

Supporter Level – Partners name acknowledged as supporter and participant, with included publicity opportunities:

- ✓ Prominent display of logos in campaign posters, brochures and all print ads, and prominent feature on website;
 - ✓ Listing as project partner in all media alerts;
 - ✓ Visible display of logos at all events; and
 - ✓ Integration of logos and partner role into final project report.
- Direct recycling event support
 - Bring existing company-sponsored recycling into the campaign (the equivalent of 4 collection events), **OR**
 - Contribution to cover costs at new recycling events (the equivalent of significant contribution to 3 events).
 - Advertising and promotion support to promote campaign and events (focus on campaign) – value will vary based on type and amount of event support
 - In-kind tied to product marketing, **OR**
 - Secure new advertising related to campaign (print, television, radio), **OR**
 - Secure news media coverage of electronics recycling and campaign.